

## PARSIAN SAGE

No more dandruff, but to get rid of it you must do more than wash your hair. The cause of dandruff lies not in the hair, but on the scalp and in the hair roots, and just as twice daily you use a germicidal tooth powder or cream to cleanse your teeth of germs, so you should use Parsian Sage twice daily to drive dandruff from your scalp, prevent its return, protect your hair from falling out and nourish its proper growth. Dandruff makes your hair fall out. Parsian Sage makes dandruff fall out and your hair stay in.

It is a delightfully perfumed hair and scalp treatment easily applied at home, very inexpensive and obtainable from Lee & Osgood or at any drug or toilet counter.

**JO-BO**

**FOR THE HANDS**  
**The Only Dirt Remover**  
Which Contains  
**No Lye, Sand or Pumice**

To injure the skin or clog the pores, Jo-Bo removes all fruit and vegetable stains, oil grease, grime or paint from the hands and makes them soft and smooth.

Sold by druggists and grocers everywhere.

**PRICE TEN CENTS**

**TWO CLASSES GRADUATED**

**ON RALLY DAY.**

From Primary to Junior Department at Broadway Sunday School.

At the Broadway Congregational school Sunday was the rally day for the fall season and had an attendance of 243. Special services were held at the regular Sunday school hour at noon at which Supr. Herbert B. Cary presided. Music was furnished by the choir of the church and by the Sunday school orchestra.

After an opening address by Superintendent Cary, there were recitations by Mrs. Margaret Gifford's class and by Miss Helen Spaulding's class, and there were scripture recitations by the primary class.

Two classes of nine boys and girls from the primary class were graduated into the junior department and were given Bibles from the Sunday school. The Bibles were presented on behalf of the school by the pastor, Rev. E. S. Worcester.

The offering taken at the service was for the Congregational Church Building Society.

**RELIEVES THE WORST**

**CASES OF CATARRH**

Think "Hyomel" the Most Wonderful Treatment for Catarrh Ever Discovered.

Do not try to cure catarrh by using sprays or lotions. It cannot be cured in that manner. The only way in which this too common disease can be fully relieved is through a direct application to the affected parts that will kill the bacilli of catarrh and prevent their growth.

Breathing the air of Hyomel is the only known method of treatment that can really accomplish this. It is the simplest, most pleasant and probably the most reliable treatment for catarrh that has ever been discovered.

Numerous unsolicited testimonials have been received from prominent men and women who have been helped by this remarkable remedy. Ministers, bankers, lawyers, even eminent physicians have given strong testimony as to the power of Hyomel.

The complete Hyomel outfit is inexpensive and consists of an inhaler, dropper and sufficient Hyomel to last several weeks. This will effect instant relief in ordinary cases, but for chronic and deep-seated cases of catarrh longer use may be necessary, and then an extra bottle of Hyomel can be obtained for a credit when it is not alone the best. (It might be called the only method of treating catarrh, but it is also the most economical.)

The Lee & Osgood Co. have so much confidence in the power of Hyomel to relieve catarrh, that they will for a limited time, sell this medicine under their personal guarantee to refund the money if the purchaser can say that it did not benefit.

**City of Norwich Water Works**

Office of Board of Water Commissioners, Norwich, Conn., Oct. 1, 1915.

Water rates for the quarter ending Sept. 30, 1915, are due and payable at the office Oct. 1, 1915. Office open from 8:30 a. m. to 5 p. m.

Additions to bills for water and sewerage will be made to all bills remaining unpaid after Oct. 20.

CHARLES W. BURTON, Cashier.

**WEDDING STATIONERY**

Correct Styles, Prompt Service, Low Prices.

Our facilities for supplying your requirements in this line are particularly fine and orders placed with us will receive the best of attention.

**THE CRANSTON CO.**

**FURS**

Remodeled, Repaired and Re-Dyed at Lowest Prices.

All work guaranteed; if not satisfactory, money refunded.

BY **The French American Fur Co.**

Thayer Block, Franklin Sq.

and 18 State Street, New London, Conn.

There is no advertising medium in Eastern Connecticut equal to The Bulletin for business results.

## FIRST SUBSCRIPTIONS MADE

Start is Made for Organizing Building Association Here—

**\$5,400 From Individuals—Confidence in Future of Hopkins and Allen Co.—Committee is to Proceed With Securing Subscriptions.**

Individual subscriptions amounting to \$5,400 were received Monday night at the joint meeting of the Board of Trade and the Chamber of Commerce, which was held at the Buckingham Memorial to hear the plan recommended for the formation of a building company to erect houses in a section of the coming of employees to work at the Hopkins & Allen company. At the same time there is the sum of \$50,000 which the Hopkins & Allen company itself has pledged to subscribe in the event of the subscription reaching \$100,000, which it is the intention of the committee to reach.

The meeting had an attendance of 100 men, to whom was handed a printed statement of the joint committee based upon its investigations of the subject and giving the conclusions which it had reached which caused it to recommend the formation of a \$100,000 real estate and building company.

**Opportunity to Locate Machine Shop.**

The meeting was called to order by Robert W. Perkins, chairman of the joint committee, who was elected chairman for the meeting on motion of Frank H. Smith and John J. Corkery was elected secretary.

In opening the meeting Mr. Perkins said that for years he had heard that an industrial center was a successful machine shop and here was an opportunity to make one certain as the shop is already here. Mr. Perkins mentioned that the mechanical head of the Hopkins & Allen company was J. A. MacGregor and the financial head was Augustus P. Loring, one of the strongest financial men in New England. Both men are the strongest in their class and give unusually strong standing to the investment in the Hopkins & Allen Arms Co. They ask us for no money to be put into their company, but ask us to provide the large number of homes which will be required for their employees. It is an abnormal demand for houses which has got to be met in an unusual way. The company has offered to put in 50 per cent. of the money needed for a building association up to the extent of \$20,000.

If a stranger should come here and say he would increase our population by 2,000 families if we would build the houses, we would get busy pretty quick. The time has come to make Norwich bigger. During 1915 this company will probably distribute a payroll of from \$25,000 to \$30,000 per week.

It seems as if should we fail to do something, that we ought to lay down the big sign displayed in the city, "Norwich for Progress" and change it to "Norwich for Progress, but Don't Ask Us to Do Anything."

**What We Have Now.**

John J. Corkery was next introduced and said his canvases of the city had given him a list of about 80 desirable places to rent in Norwich and he thought we could not accommodate 100 new families. This company will probably bring 500 families and the thing for us to do is to build places to accommodate them.

There are 17 houses for sale and not to rent, 16 to rent, 83 tenements and apartments to rent, and 236 rooms for lodgers. Places renting for less than \$10 per month number forty-two, from \$10 to \$15, twenty-one; from \$15 to \$20, seventeen; and from \$20 to \$25, nineteen.

Mr. Corkery read from a New York paper the progress of developments in Bridgeport because of the development of the arms and ammunition business in that city. The prediction was that this company would be compelled to ship millions in arms by the time the European war is over and afterwards.

Mr. Corkery spoke of the need for united effort to result in great benefit for the best of Norwich.

**Would Be Profitable Investment.**

James L. Case addressed the meeting and said he was glad that Mr. Corkery's investigation had proved that the Norwich real estate agents were not alarmists, as had been charged. Mr. Case said that rents for single family houses in Norwich were low and that the type of house that would show the best investment for the builders would be those for two or three families. He said he could see no reason why a building company properly managed, would not be a profitable investment under the circumstances and it was now up to the citizens to do something.

**Good, Reasonable Security.**

Frank H. Smith said the housing conditions had been talked about for years and now was a time to be taken advantage of. There will be good, reasonable security in this investment and the prospect for a paying return. He said he was heartily in favor of the formation of this building company for Norwich.

Shepard B. Palmer spoke of the very favorable impression made upon the committee by President McGregor of the Hopkins & Allen Arms Co., who had convinced them that the company was sure to be a success. Mr. Palmer said he felt that everybody ought to put his shoulder to the wheel and give the building company a boost.

**Safe, Conservative Investment.**

Judge N. J. Ayling spoke of three aspects to subscriptions to a building company, whether a charitable investment, one made for patriotic feelings towards the city, or whether it was a good, safe, conservative business investment.

And now we come to Point 7.

**What 3.**

**Sterling Gum 5¢**

**The 7-point gum**

PEPPERMINT-IN RED WRAPPER

CINNAMON-IN BLUE WRAPPER

vestment. If the corporation is formed, he said, it seemed that it could be shown to be in the last named class and that the money which would be to develop an acreage tract, either is prospect not only of the development of the Hopkins & Allen company, but also of the coming of other sections of the employees who would be unable to accommodate.

**Letter from Mr. Loring.**

Chairman Perkins read a letter from Mr. Loring, which mentioned houses built in Plymouth which were of two-family, four-family and eight-family type. The letter thought was a good kind to look over.

Herbert B. Branch said he was convinced of the need of houses in Norwich and he was ready to take his mite when the building company is formed. The need is here and the opportunity for Norwich has arrived.

**Should Meet Situation.**

C. D. Noyes was called upon and said the situation was a grave one to contend with and it is our duty to meet it. He said he endorsed what had been said during the evening. We have the industry here, its development is assured and when it is time to pass around the hat, Mr. Noyes said he would try to do his share.

**Mayor Murphy Boosts.**

Mayor Murphy declared there was room for new houses in Norwich, whether the Hopkins & Allen company comes or not. This city is prosperous, but it hasn't been building houses of the right sort. The sooner we get together unitedly and put in our contributions towards this building company, we will be doing something for the best good of the city.

**Subscriptions Started.**

To make a start, Mr. Perkins said he would subscribe for five \$100 shares and he was followed by Frank A. Smith, chairman, Mayor Murphy, C. D. Noyes, George S. Waite, S. Murphy, and the Reid & Hughes Co., 5 shares.

D. T. Shea, who although he had empty tenements on his hands and had lost rent in the past year, said he was enough interested to subscribe for five shares.

C. D. Noyes subscribed for five shares and Mr. Perkins said he was authorized to subscribe 5 shares for George W. Carroll, William A. Somers, subscribed three shares, Albert Boardman two shares, The Cranston Co. one share, James L. Case five shares, N. J. Ayling two shares, Branch Bros. one share.

On motion of Shepard B. Palmer the further raising of subscriptions was placed with the joint committee. Its next meeting is to be Tuesday afternoon at 4 o'clock.

After further discussion in a general way, in which generally an emphatic belief in the advisability and necessity of forming the building company was expressed, the meeting adjourned at 9:45.

**Statement.**

The printed statement made by the joint committee was as follows:

We know that the Hopkins & Allen Arms company have an order for 150,000 army rifles, representing in money a value of more than \$4,500,000.

We know that \$500,000 has been advanced on this order, and that an additional \$500,000 is available when the first advancement has been expended in preparation for the execution of the contract.

We know that this advance is to be applied pro rata upon each invoice, so that as rifles are shipped practically 75 per cent. of each invoice will be covered by additional cash.

We know that the execution of this contract means about eight years of work for the shop, at the previous rate of production, and that when running full capacity about six hundred hands have been employed. The demand for these new guns is such that the force must be increased in every way possible, and it raised to 2,400 men will mean work for two years.

We know that this demand for men will give work to all the available unemployed in Norwich, and the balance will have to be drawn from out of town.

We know, as a result of investigation, that there are not enough unoccupied houses and tenements to take care of more than fifteen or twenty per cent. of the families that will be called here, and that unless they can be properly housed it will be difficult to attract them, and impossible to hold them.

We know that the men back of the Hopkins & Allen Arms company are men of large state, and we have been uniformly successful, and have protected fully the interests of other industries with which they are associated, and that their power, ability and the means to protect this company.

We know that an increase in the population of Norwich means increased opportunity for every merchant, every artisan and every professional man in Norwich.

We know that the Hopkins & Allen Arms company people have sufficient faith in the future of that company to invest their money here in Norwich.

We know that the development of the Hopkins & Allen Arms company offers to Norwich an opportunity for growth that should not be neglected.

We believe that because of the character and resources of the men behind the company, and because of the large amount of money invested in the plant and equipment adapted to the manufacture of a variety of things in addition to guns that the development will be permanent.

We believe that a large and successful machine shop will prove of great benefit to the people of Norwich, creating remunerative work for our people, and bringing into the city large sums of money, a very large proportion of which will be distributed in pay rolls and circulated right here at home.

We believe that the people of this city are able and ready to support and protection that means the building of a large and better city, and that they will promptly and cheerfully do what is necessary to secure to Norwich its share of the prosperity now within reach.

We therefore recommend that subscriptions be immediately solicited for the capital stock of a Real Estate and Building company, with a capital of \$100,000 divided into 1,000 shares of par value of \$100 each (200 shares of \$20,000 of which will be subscribed by the Hopkins & Allen Arms company, or 7 per cent. of the amount raised by the citizens of Norwich) and that the subscribers immediately organize and put the company in a position to begin the work of building houses and tenements to be ready for occupancy at the earliest possible date.

The charter of such a company can be secured with but a few days delay, and should be broad enough to add to its buying and selling real estate, building houses and tenements and doing a general real estate business.

# 100 miles in 82 min. 46 sec.

This is the record made by

## The Eight-Cylinder Cadillac

on the new Chicago Speedway, Sept. 21, 1915.

In this remarkable performance the Cadillac demonstrated itself to be the fastest touring car made in America—if not in the world.

Tests were conducted primarily for experimental purposes and for trying out some engineering principles. The speed trials were merely incidental thereto.

Two seven passenger cars, fully equipped with top, windshield, extra wheel and tire, were used. The first was a car that had seen some service in experimental work.

This car broke pre-existing touring car records by covering 71.06 miles in 60 minutes, and 100 miles in 84 minutes, 16, 4-5 seconds.

With these laurels already won, the second car was then put to the test. It was a brand new car taken direct from the finishing room at the factory and driven over the road to Chicago. Its speedometer showed only 345 miles of travel when its trials were started.

The second car covered 72.41 miles in 60 minutes, beating the first by one and thirty-five hundredths of a mile.

It covered 100 miles in 82 minutes, 46 seconds, beating the first by one minute, thirty and four-fifths seconds.

The uniformity and the consistency of the running of the two cars can be characterized as nothing short of marvelous—if not unprecedented.

Nor were the cars piloted by professionals. Their drivers were members of the experimental and engineering departments of the Cadillac factory. The driver of the fastest car had not previously driven ten miles on a track.

Faster time has been made—but only by cars which were designed for speed purposes and in which practically all else was sacrificed to that end.

These records were made by Cadillacs such as the everyday purchaser can obtain.

**Do You Grasp the Real Significance of these Achievements?**

It is not the mere matter of speed attained. You will probably never want to ride so fast.

The real significance is the demonstrated stamina of the cars—that Cadillac quality built into them which enables them to withstand severe punishment.

It is one thing for a car to perform at maximum speed for a short time—for perhaps a few miles.

To maintain that speed mile after mile for sixty minutes or until the century of miles is rounded out, is quite another.

And a glance at the figures will show that not only did the cars maintain terrific speed but that the efficiency improved and the speed actually increased as the distance lengthened.

The accurate fit of every part, the harmonious action of every unit, the lubrication, the carburetion, the radiation, the ignition; these and a thousand and one other things all had their parts to play.

The shortcoming of a single function would have spelled failure.

The things you want in a motor car—the things which contribute to your physical and mental ease, to your comfort and to your satisfaction are the things which made possible these achievements.

## THE A. C. SWAN CO.

Norwich and New London

It would, of course, when organized, be entirely outside of the control of the Chamber of Commerce or Board of Trade as organizations, and would be wholly within the control of its stockholders and directors, the latter being chosen by the stockholders each share of one hundred dollars having one vote.

This committee feels that such a company properly managed could reasonably be expected to pay dividends at the rate of from five to six per cent. and that its stock would prove to be a sound and desirable investment.

Houses and tenements of modern design and supplied with modern conveniences are always in demand, and always will be.

The activity of this company will at once create a demand for building material and supplies of every nature and kind, and that the company will be a source of employment for many men and women.

The first of these houses should be ready for occupancy shortly after January 1st. If we equal the speed acquired in other cities similarly situated, and that they can be rented as fast as completed is evidenced by the present demand.

The matter of the style and type of house and purchase of land on which to build and the number of houses and tenements built would be entirely within the control of the company, as would also be the matter of calls on the subscribers. The payments on subscriptions would, no doubt, be made in several installments as the money was needed.

Should we see the joint committee of the Board of Trade—J. J. Corkery, F. J. King, S. B. Palmer, J. L. Case, W. F. Lester, T. M.

Beckley, W. F. Hill, J. C. Macpherson, N. J. Ayling. Committee of the Chamber of Commerce—R. W. Perkins, T. C. Murphy, S. B. Waite, C. D. Noyes, C. E. Wolf, D. T. Shea, F. H. Smith, H. B. Branch, S. A. Gilbert, J. B. Shannon.

**MISSING FROM BLOOMFIELD.**

Owen C. Wolfe, Formerly of Waterford, Not Seen for a Week.

Owen C. Wolfe of Bloomfield, formerly of Waterford, has disappeared and his business associates in Hartford and Bloomfield are at a loss to account for his sudden disappearance.

Mr. Wolfe was missing from his business place the first of last week and inquired developed that no one knew where he had gone.

Mr. Wolfe was the president of the New England Garage Co. of Hartford, dealing in automobile business on a big scale. He made his home in Bloomfield, where he was tax collector.

Four play is feared by his friends, though there has been nothing to give ground for any such belief. The secretary of the town of Bloomfield have conducted an examination into Mr. Wolfe's accounts and it is said found no irregularities.

Business circles, both in Hartford, where Mr. Wolfe was a prominent figure, and in Bloomfield, are stirred by the mystery of the disappearance.

Mr. Wolfe resided in Waterford, where his father was the pastor of the Baptist church, at Jordan. He graduated from Bunkerley high school in New London in 1901, where he was prominent in athletics under a master.

her of both the football and baseball teams, and the whole real is put together in artistic style. The other reels on the bill included the Mutual War Weekly and a comedy reel.

**BOY SCOUT RELAY.**

**WESTERLY TO NORWICH.**

Message to Be Carried by Way of Stonington and New London.

There was an attendance of 26 at the meeting of the Stonington troop of Boy Scouts held in their rooms in the First Block Friday evening. The session was called to order at 7:45. The question of sending a relay message from Westerly to Norwich by way of the borough was discussed, and it was probably be carried out in the near future. Westerly Scouts carrying the message to the borough, the Stonington troop representatives taking it to Mystic, where it will be taken by Norwalk and Groton to their respective towns, and thence to New London, where the New London troop will convey it to Norwich.

**AT DAVIS THEATER.**

Vaudeville and Photoplays.

For the opening of the week at the Davis theater, The Four Rubens from Longmeadow were on the vaudeville bill and won big heads for their excellent act, which brought in several fine male quartette numbers as well as solo work by the singers. With the comedy they introduced the combination was a winning one.

On the picture bill was the big feature, The Island of Regeneration, which in a way part real with Edith Stone and an excellent cast of Villagers players. The picture abounds in beautiful scenic effects with Miss

Storey seen swimming in nature's clothing, and the whole real is put together in artistic style. The other reels on the bill included the Mutual War Weekly and a comedy reel.

**Miscellaneous Shower by Seafarers.**

A very pleasant surprise in the form of a miscellaneous shower was given Miss Minnie Freeman Monday evening at the Broadway Congregational church parlors in honor of her approaching marriage. The shower was given by the Girls Sodality of the Broadway church and was held in conjunction with a social evening of the club. Many beautiful and useful gifts were presented and the surprise carried out in a charming manner.

Those in charge of the affair were the Misses Marguerite Wolf, Horne Scofield, Lillian Dyer and Elizabeth Wilson. Refreshments were served.

**Attended South Attitash Wedding.**

Mrs. Caleb T. Bishop and her daughter, Miss Fannie Bishop, of South Attitash, attended the marriage and reception of Miss Florence Campbell Bishop, only daughter of Mr. and Mrs. Frank Bishop, at their home on Highland avenue, South Attitash, at 1 o'clock Saturday evening. There were 184 guests present, representing five different states.

**Colds Do Not Leave Willingly.**

Because a cold is stubborn is no reason why you should be. Instead of "wearing" it out, get sure relief by taking Dr. King's New Discovery. Danvers bronchitis and lung ailments often follow a cold which has been neglected at the beginning. As your body faithfully battles those cold germs, no better aid can be given than the use of this remedy. Its merit has been tested by old and young. Get a bottle today. 50c. and \$1.